



BY APPOINTMENT

Now that private enterprise is more or less in the melting pot, it is worthy of note that sixty years ago it was the HOUSE OF JEYES', and not the Government, that focused public attention on the danger of germs in spreading preventable diseases. The value of systematic disinfection in self-defence was then little understood. Carbolic acid was practically the only disinfectant available, and its corrosive and highly poisonous nature often did "more harm than good". The great scientific discoveries which led to the production of JEYES' FLUID in 1878 put the big battalions on the side of the defence against infection by germs, for the germicidal power of JEYES' FLUID was not only many times greater than that of carbolic acid, but it was also non-corrosive and safe in use.

The importance of disinfection was so forcefully presented that "JEYES'" became a household word, and public confidence was ensured by the words "DISINFECTED WITH JEYES' FLUID" ubiquitously displayed on glass tablets in hotels, in public lavatories, theatres, cinemas, at shows, exhibitions, Air Force pageants, etc. In these and many other ways the need for disinfection in the home, in factories and offices, and in public places was established—by JEYES'. Indeed, it is perhaps impossible to name any other proprietary article which has contributed so much to the national health for sixty years, and it is significant that the makers of JEYES' FLUID have been honoured with the Royal Warrant *in five successive reigns*.

In the meantime, quite naturally, other disinfectants have been introduced, but the description of JEYES' FLUID as "the best disinfectant" still remains unchallenged, because (1) it is a powerful and effective germicide, supplied in highly concentrated form; (2) it contains no scheduled poison, is non-corrosive, and is therefore safe in the home; (3) it remains stable and effective indefinitely, to the last drop in the bottle; (4) it is a recognised public utility, and as such is *not* subject to Purchase Tax. The great demand for JEYES' FLUID for cleansing and disinfecting shelters has caused stockists here and there to run temporarily out of supplies, but there is no shortage, and stockists are to be found everywhere.

Only those who can remember the haphazard conditions which prevailed in lavatories before JEYES' introduced their hygienic toilet box, with its interfolded sheets of pure manilla tissue, will fully appreciate the importance of this toilet refinement. It is regretted that the shortage of paper has caused a considerable reduction in output, and that the quality of the paper now used is also controlled by the Government, but the available supplies are evenly distributed throughout the country, and the indulgence of users and stockists alike is requested.



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